

Rep Order# 6860849 Ver# 3 Mod# 0 Status Confirmed Traffic Order# 107430

Last Received: 10/03/2012 12:12 PM Printed: 10/04/2012 7:47 PM

1 of 3

EC'd Yes

Station KSNV-TV LAS VEGAS, NV

Advertiser () PATRIOT MAJORITY US

Product PAT MAJORITY USA

Estimate# 1966

Buyer Sarah Levene

Phone#

Fax#

Agency () WATERFRONT STRATEGIES

3050 K ST NW

WASHINGTON, DC 20007

Agency C/P1/P2/E 84/91/1966

Flight Dates 10/04/2012 - 10/12/2012

Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Showing Buylines: All Lines

— CONTRACT COMMENT —
SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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1	TH-F	5A-7A		WAKE UP WITH THE WAGNERS	:30	\$1,000.00	10/04-10/12	0	0	0	\$0.00	
2	SA	7A-9A		SATURDAY TODAY	:30	\$900.00	10/06-10/06	1	1	1	\$900.00	
3	TH-F, M-W	7A-9A		TODAY SHOW	:30	\$1,900.00	10/04-10/10	8	1	8	\$15,200.00	
4	TH-F, M-W	12P-1230P		NEWS 3 AT NOON	:30	\$500.00	10/04-10/10	2	1	2	\$1,000.00	
5	TH-F, M-W	1230P-1P		NEWS 4: THE AGENDA	:30	\$325.00	10/04-10/10	3	1	3	\$975.00	
6	SA-SU	9A-930A		NEWS 3 TODAY/WKEND	:30	\$750.00	10/06-10/07	1	1	1	\$750.00	
7	TH-F, M-W	11A-12P		RACHEL RAY	:30	\$500.00	10/04-10/10	3	1	3	\$1,500.00	
8	TH-F, M-W	2P-3P		THE DOCTORS	:30	\$325.00	10/04-10/10	3	1	3	\$975.00	
9	TH-F, M-W	3P-4P		DR. PHIL	:30	\$600.00	10/04-10/10	3	1	3	\$1,800.00	
10	TH-F, M-W	4P-430P		FIRST NEWS 3 AT FOUR	:30	\$900.00	10/04-10/10	2	1	2	\$1,800.00	
11	TH-F, M-W	430P-5P		NEWS 4 AT 430P	:30	\$900.00	10/04-10/10	2	1	2	\$1,800.00	
12	TH-F, M-W	5P-630P		EARLY NEWS	:30	\$1,800.00	10/04-10/10	5	1	5	\$9,000.00	
13	SA	630P-730P		JEOPARDY/WHEEL OF FORTUNE	:30	\$525.00	10/06-10/06	1	1	1	\$525.00	
14	TH-F, M-W	630P-730P		JEOPARDY/WHEEL OF FORTUNE	:30	\$1,700.00	10/04-10/10	5	1	5	\$8,500.00	

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Station	Agency () WATERFRONT STRATEGIES				Rep Firm
Advertiser	3050 K ST NW				Sales Office () PHILADELPHIA
Product	WASHINGTON, DC 20007				Salesperson () AMY MCCREARY
Estimate#	84/91/1966				Salesperson Phone# 215-568-6540
Buyer	1966				Salesperson FAX# 215-568-1845
Phone#	Sarah Levene				
Fax#					
LT	In	Day	Time	Program	
15	W		9P-10P	LAW AND ORDER SVU	:30 \$4,000.00 10/10-10/10 1 1 1 1 \$4,000.00
16	M		8P-10P	THE VOICE	:30 \$4,000.00 10/08-10/08 0 0 0 0 \$0.00
17	TU		10P-11P	PARENTHOOD	:30 \$3,200.00 10/09-10/09 1 1 1 1 \$3,200.00
18	TH		9P-10P	THE OFFICE/ PARKS & REC	:30 \$3,200.00 10/11-10/11 1 1 1 1 \$3,200.00
19	SA		11P-1135P	NEWS 3 NIGHTSIDE	:30 \$1,400.00 10/06-10/06 1 1 1 1 \$1,400.00
20	TH-F, M-W	1135P-1235A		TONIGHT SHOW W/ JAY LENO	:30 \$750.00 10/04-10/10 3 1 3 \$2,250.00
21	TH-F, M-W	11P-1135P	NEWS 3 NIGHTSIDE		:30 \$1,400.00 10/04-10/10 2 1 2 \$2,800.00
22	SU	530P-830P	SUN NT FB: SD @ N ORLEANS		:30 \$14,000.00 10/07-10/07 1 1 1 1 \$14,000.00
23	TH-F	7A-9A	TODAY SHOW		:30 \$1,900.00 10/11-10/12 2 1 2 \$3,800.00
24	TH-F	12P-1230P	NEWS 3 AT NOON		:30 \$500.00 10/11-10/12 1 1 1 1 \$500.00
25	TH-F	2P-3P	THE DOCTORS		:30 \$325.00 10/11-10/12 1 1 1 1 \$325.00
26	TH-F	3P-4P	DR. PHIL		:30 \$600.00 10/11-10/12 1 1 1 1 \$600.00
27	TH-F	5P-630P	EARLY NEWS		:30 \$1,800.00 10/11-10/12 1 1 1 1 \$1,800.00
28	TH-F	630P-730P	JEOPARDY/WHEEL OF FORTUNE		:30 \$1,700.00 10/11-10/12 1 1 1 1 \$1,700.00
29	TH-F	11P-1135P	NEWS 3 NIGHTSIDE		:30 \$1,400.00 10/11-10/12 1 1 1 1 \$1,400.00

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WASHINGTON, DC 20007
Agency CP1P2/E 84/91/1966
Flight Dates 10/04/2012 - 10/12/2012
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Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

—REPORT TOTALS—
Report Totals: 57 / \$85,700.00

—SALES MONTHLY TOTALS—

Oct 12: 57 / \$85,700.00

Sales Totals: 57 / \$85,700.00

Station Totals: 57 / \$85,700.00

Lines not sent/reld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	CATV	KBIR	KINC	KLAS	KSNV
\$317,407	0%	0%	0%	30%	27%
KTUV	22%	KTUD	KVCM	KVMY	KVUU
XXXX	0%				15%

—COMPETITIVE COMMENTS—
EST SHARES

Books NOV12
Demos RA35+

— CREDIT RISK —
CASH IN ADVANCE